

**Executive Committee for Highway Safety
Keeping Drivers Alert
Working Group Meeting Minutes – Mtg. #9
June 28, 2005**

Location:

UNC HSRC, Chapel Hill @ 10:00 a.m.

Committee Members in Attendance:

Doug Robertson
Brad Hibbs

Don Ferrier
Jessica Jones

Ben Zarzaur
Cliff Braam

Katie Jones

Scribe:

Cliff Braam

Minutes:

- The meeting began at approximately 10:15 a.m.
- Doug gave a brief overview of the National Speed Conference that he recently attended in D.C. and said that he hoped that the Speed working group would report out at the next ECHS meeting.

Task I – Selection of WG Co-Chair

Katie volunteered to serve in the role of co-chair for the working group and assist Doug in preparing meeting agendas, organizing strategies, conducting the meetings and preparing the minutes for the meetings.

Task II – Update of April 2005 ECHS Meeting

Cliff and Doug gave a general overview of the April ECHS meeting. There were two presentations given; one on the city of Charlotte's photo speed enforcement where they are utilizing photo laser speed enforcement in designated high accident corridors and another presentation on a new Incident Management group that is being formed.

For more information on the report out of the working groups or on these two presentations, please refer to the ECHS web page:

<http://www.doh.dot.state.nc.us/preconstruct/traffic/echs/>

Task III – Teen Focus Groups

Katie and Jessica gave an overview of the focus groups that have been conducted with teen drivers. These groups have utilized the Governor's pages and provided a wealth of information to be utilized in a campaign targeting teens and distracted driving.

Next on the agenda is a meeting with Professor Dougall from UNC Chapel Hill who teaches a class on marketing campaigns. We will be talking with her to see if her class will be able to utilize the Distracted Teen as their class project for the upcoming semester. The hope is that her class will take the information gathered to date along with

their own research and develop a educational campaign that can be utilized to inform teens of the dangers of driving while distracted in an effort to reduce these types of crashes.

Task IV – Discussion of Drowsy Driving Strategy

Since Tom Crosby was absent at today's meeting, these discussions were put on hold until the next meeting.

Task V – Next Step

There were discussions that the group needed to move forward with developing new strategies while the strategy for distracted teens was underway. We will continue to move forward with the drowsy driving strategy as well.

Don mentioned that there was a need to make people more aware of the DMV Medical Program where doctors can refer patients to in cases where they may need restrictions placed on their driving privileges under certain medical conditions. He said that most doctors were probably not aware of this program and that it would likely be beneficial to get the word out.

Action Items:

Name	Item
Group	Research new ideas for additional strategies. Each group member should bring at least on idea to the next meeting for discussion.
Group	Think of additional members that would be an asset to the group discussions. If you come up with any new names, please invite them to the next meeting.
Don	Draft strategy: DMV Medical Program.
Doug/Jane	More data mining looking at distracted/drowsy driving.
Doug/Ben	Contact someone in the field of child development for participation in the next meeting.

- The meeting was adjourned at 11:45 a.m.

NEXT MEETING: TBD – Probably Early September